

# ***FLORENCE***

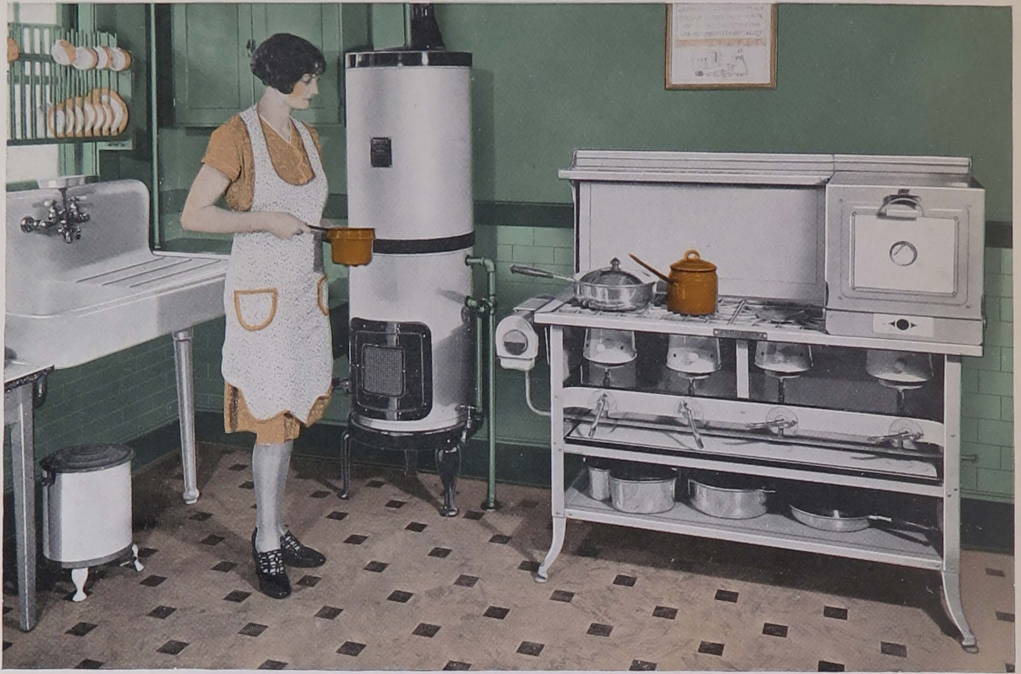
## **STOVE COMPANY**

C A T A L O G U E N O . 5 4










**A MODERN FLORENCE KITCHEN**





# ***FLORENCE***

**OIL RANGES  
OVENS • WATER  
HEATERS AND  
ROOM HEATERS**

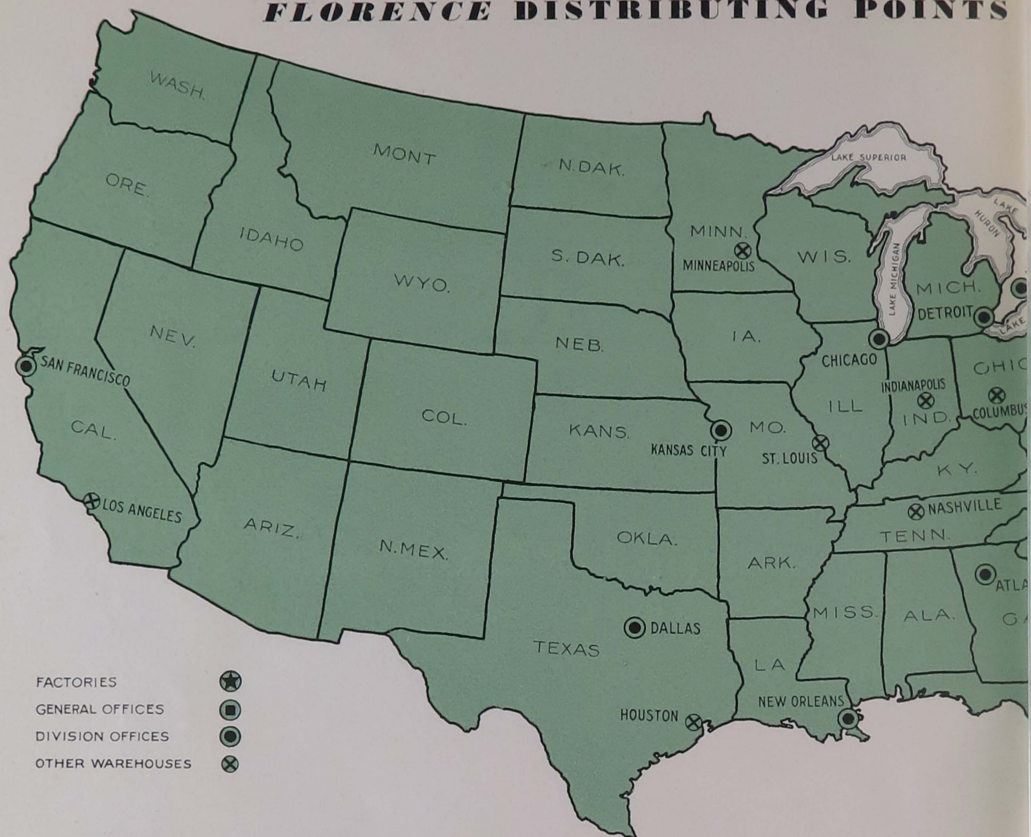


**CATALOGUE NO. 54**

**FLORENCE STOVE COMPANY  
BOSTON, MASSACHUSETTS**

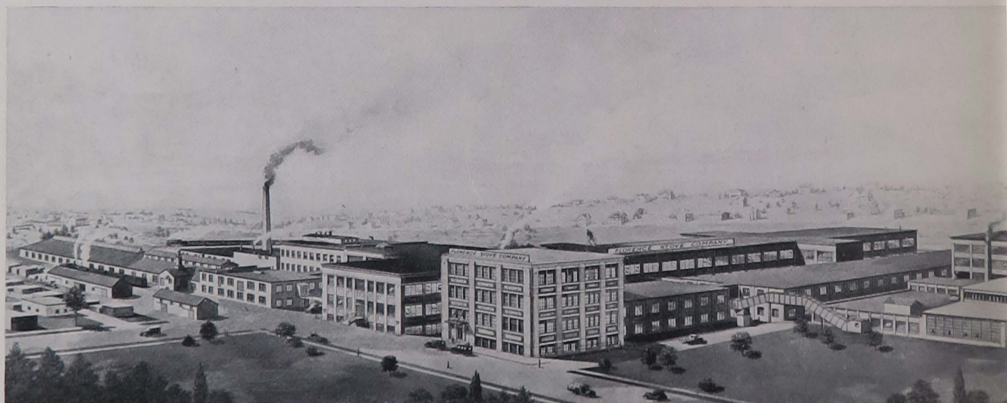
COPYRIGHT 1929

## FLORENCE DISTRIBUTING POINTS



**12 DIVISION OFFICES**

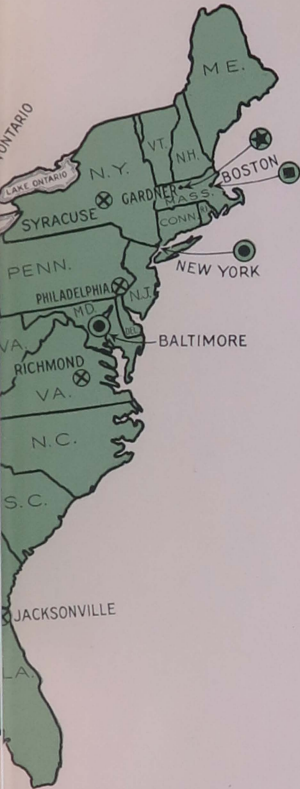
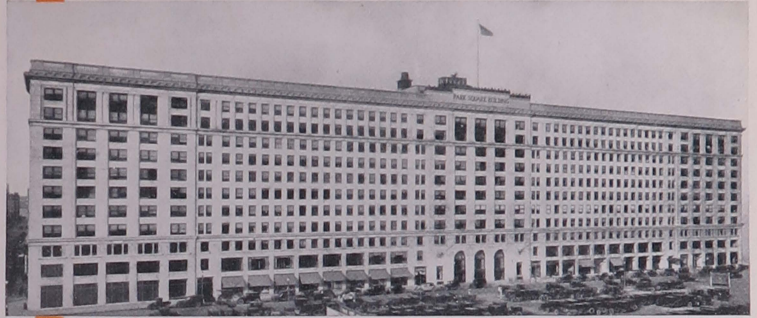
**11 OTHER**



**FLORENCE STOVE COMPANY FACTORIES, GARDNER, MASSACHUSETTS**



**GENERAL OFFICES, FLORENCE STOVE COMPANY  
ON TENTH FLOOR, PARK SQUARE BUILDING  
BOSTON, MASSACHUSETTS**



## **FLORENCE STOVE COMPANY**

Factories, Gardner, Massachusetts

### **GENERAL OFFICES**

Park Square Building

Boston, Massachusetts

### **FLORENCE DIVISION OFFICES**

NEW YORK, N. Y.  
45 East 17th Street

CHICAGO, ILL.  
565 West Washington Street

KANSAS CITY, MO.  
210 West 8th Street

NEW ORLEANS, LA.  
411 Bienville Street

BOSTON, MASS.  
1011 Park Square Building

DETROIT, MICH.  
5073 Grand River Ave.

BALTIMORE, MD.  
609 Stewart Building

DALLAS, TEXAS  
408 Elm Street

ATLANTA, GA.  
621 Glenn Building

SAN FRANCISCO, CAL.  
60 California Street

LONDON, ONT., CANADA  
D. Geo. Clark  
Windsor Crescent

LONDON, ENGLAND  
Florence Stove Company, Ltd.  
235A Blackfriars Road

## **WAREHOUSES**

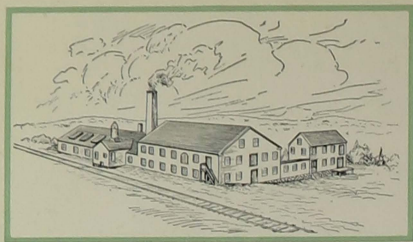


### **OTHER FLORENCE WAREHOUSES**

Syracuse, N. Y.  
Philadelphia, Pa.  
Richmond, Virginia  
Nashville, Tenn.  
Jacksonville, Fla.

Houston, Texas  
Columbus, Ohio  
Indianapolis, Ind.  
St. Louis, Mo.  
Minneapolis, Minn.

Los Angeles, Cal.



First Oil Stove Factory, 1872

## THE PIONEER

Florence is the oldest manufacturer of oil stoves in America. The original plant, shown above, was in Florence, Massachusetts, where the first oil stove was made in 1872.

Today the factories cover acres and Florence products are sold throughout the civilized world.

The Florence Stove that won first prize at the Centennial in 1876 seems now a queer-looking little thing, but in its day it was the last word in oil stoves. It has been our privilege to lead in the advance, year by year, that has brought the efficient and beautiful kerosene (coal oil) appliances of today to thousands of households.

In sturdiness of construction, quality of materials and beauty of finish, Florence products hold true to the best traditions of craftsmanship; but more than any other thing it is the Florence principle of combustion (popularly known as "focused heat") that has won success for the Florence stove throughout the nation and in many foreign lands.

Domestic Science Institutes, such, for example, as those conducted by Good Housekeeping, Modern Priscilla, The Household Magazine, Delineator and People's Home Journal, have put Florence products through searching tests and have given their seals of unqualified approval.

## FLORENCE PRINCIPLE OF COMBUSTION

Oil stoves vary greatly in their methods of generating heat. In general there are two types of burners, those with wicks and long chimneys and those without wicks and with short chimneys. Florence uses the wick-less, short chimney type.

The only useful heat is the heat delivered to the cooking vessel. It is a fact of which we are very proud that the Florence delivers to the cooking vessel a greater percentage of the heat generated than any other oil stove.

The number of hours a burner will run on a gallon of oil is of no importance whatever because it might not deliver heat enough to boil a pan of water. Nor is it enough to say how intense a heat a stove will give because the amount of oil used may be prohibitively costly. As in most matters, proper balance is essential.

We have attained this proper balance for all-around domestic use in our standard size burner, which has a maximum capacity (continuous full flame) of fifteen hours per gallon of oil, and a capacity at lower flames of twenty-eight to thirty hours per gallon. In average domestic use the burner is often regulated to the lower flames; seldom is maximum capacity required. Larger size Florence burners are available for extraordinary cooking requirements.

## THE ORDINARY BURNER

When oil burns it unites with the oxygen in the air. Only so much of it can burn as can reach the air. In the ordinary type of burner the air is entirely outside the flame; and so only the *outside* of the flame is burning. The inside is filled with small particles of vaporized kerosene, which, because they are heated, are red or yellow. These particles are not burning, and will not burn unless they reach the air while they are still hot enough to unite with it.

If these heat particles chance to strike some object before they find sufficient air to cause them to burn, they turn black and become smoke or soot, and give off a disagreeable odor. This explains why it is necessary in warming a cup of water over a lamp to hold it high above the flame.

In this ordinary type of burner with its luminous incandescent flame considerably removed from the cooking dish, a great percentage of the heat developed is lost before the flame strikes the cooking dish. This means fewer heat units actually delivered to the utensil for useful work.



## THE FLORENCE BURNER

Specially constructed burners have overcome these disadvantages and eliminated these heat losses. It has been found that if air can be brought into the burner and mixed with the vaporized oil, combustion takes place in all parts of the flame. Incandescent particles unite with the air as soon as they become hot enough. There is no yellow part to the flame and there is no possibility for smoke or soot to form. This is accomplished in the modern gas stove by sucking air into a pipe and mixing it with the gas. It is accomplished in the Florence Oil Stove by means of a specially constructed burner bowl and inner and outer chimney.

In the Florence, the oil passes from the fuel tank through the feed pipe or manifold to the burner bowls. These burner bowls are narrow circular troughs in each of which is a Florence asbestos starting ring or kindler.

### OIL IS VAPORIZED

When the match is applied the oil on the starting ring burns and generates heat enough to vaporize the oil in the burner bowl. After that the starting ring (asbestos kindler) plays no part in the operation of the burner. The vaporized kerosene rising in the channel formed by the inner and outer chimneys is thoroughly mixed with heated air by means of perforations in the chimneys. These perforations in the chimneys are very carefully placed so as to provide for the introduction of just the right amount of air. Complete combustion takes place in all parts of the flame, and produces an intense blue flame that burns without any suggestion of the red or yellow tinge.

### FOCUSED HEAT

With this Florence burner there is no smoke nor soot because there are no unconsumed particles of oil. For this reason it is possible to have the kettle or the cooking

dish close-up to the burner. Experiments have shown that the best results are obtained with the cooking utensil  $2\frac{1}{2}$  inches above the top of the burner. This distance is always maintained on every Florence Oil Stove.

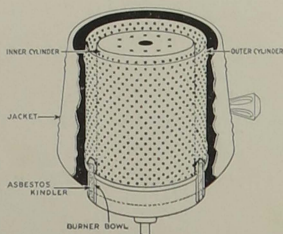
This means quick intense heat close-up to the cooking utensil — more heat units actually delivered to the dish for useful work. It eliminates the heavy heat losses sustained in the ordinary type of burner with its flame considerably removed from the cooking utensil.

### COMPLETE COMBUSTION

As the air supply in the Florence burner is so intimately mixed with the fuel, very little excess air is required to maintain complete combustion. This means that the flame leaving the burner is very hot and is not cooled by a large amount of excess air.

A luminous, incandescent flame, such as is found in the ordinary type of burner radiates a large percentage of its heat sideways. The flame of the Florence burner is *non-luminous* — another reason why a greater percentage of the heat developed is delivered to the cooking dish.

Briefly — the Florence burner is designed to deliver adequate heat for quick cooking and yet be economical in its consumption of oil. We accomplish this by consuming every burnable element in the oil-vapor, introducing the correct amount of air, and *focusing* the heat directly against the cooking utensil instead of permitting it to be diffused into the room.

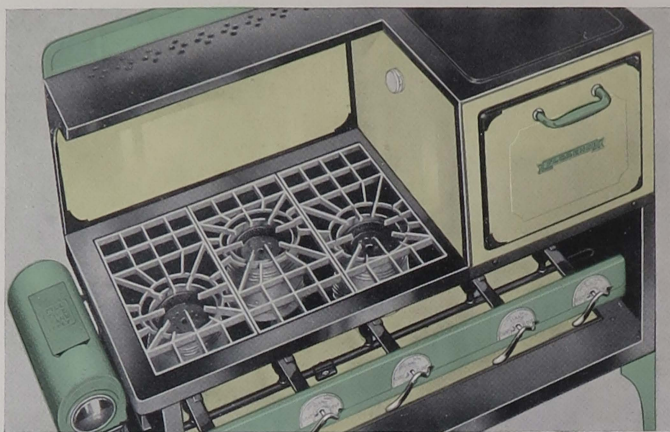


[At Right] Florence Burner with outer jacket cut away to show how the flame is *focused* on the cooking vessel. There is no wick, because the Florence operates on the most advanced principle of combustion engineering, mixing the vapor from kerosene (coal oil) with heated air.



# NEW 3-COLOR RANGE

F  
L  
O  
R  
E  
N  
C  
E



## TOMORROW'S STOVE—READY TODAY

**C**OLORFUL, compact, efficient, reasonable. Those four words tell in brief the story of the new FR-51.

Here is a stove of instant appeal to every forward-looking housewife. It has *everything*, yet the price is surprisingly reasonable—made possible only by mass production in the modern Florence factories.

The colors—Ming Green, Old Ivory and Black—are so subtle that one will never tire of them; and this stove is built to last for many years.

**BUILT TO ENDURE**—The top is of heavy welded construction and the top and base frame are rigidly connected with one-piece ends and back. The right end includes the right-hand end of the oven in one piece from top of oven to base frame. Thus the oven is actually built in as an integral part of the range.

Although there are *five* burners, the ingenious manner in which they are “staggered” makes possible a compact stove that occupies *less space* in the kitchen than the usual four-burner stove.

The all-grid top is extra deep (20”) and allows generous room for cooking over the three burners and for warming beside the burners. As the top is flush, dishes can be moved about without danger of spilling.

All five burners are our powerful 12” size, with even the inner cylinders porcelain enameled. Burners operate on the famous Florence principle of *focused heat*. The oil reservoir has a capacity of one and a half gallons.

A removable porcelain drip-pan has been provided under the burners.

**THE OVEN**—The roomy oven is built around a sturdy door frame to prevent twisting or warping, and to assure a tight-fitting door. The door itself, with porcelain enameled panel, has a spring hinge which allows it to remain open in any position.

The oven is heated by two burners. The patented heat-spreader allows oven to heat quickly to intense heat without burning food, reaching a maximum of 655 degrees.



# WITH BUILT-IN OVEN

FLORENCE



## FR-51

### DIMENSIONS AND WEIGHTS

Burners . . . . .	5 Standard
Height overall . . . . .	50 inches
Height of Cooking Top . . . . .	32 inches
Length overall . . . . .	51½ inches
Depth overall . . . . .	22 inches
Net Weight . . . . .	109 pounds
Crated Weight . . . . .	158 pounds

### OVEN

Height, inside . . . . .	12 inches
Width, inside . . . . .	14 inches
Depth, inside . . . . .	19 inches

The oven thermometer is of the new side-wall type, as on most modern gas ranges. There is no lag in the reading, and its exceptional accuracy makes it possible to follow cooking charts exactly.

Such a range as the FR-51 at such a price, finds a ready market and gives the merchant a real leader for his stove department.



F  
L  
O  
R  
E  
N  
C  
E

## THE F - MODEL LINE OF RANGES

This line, pictured on the following pages, has been widely acclaimed as the highest type of oil stove—in design, finish and efficiency.

The "F" has several distinctive features. One giant burner provides ample oven heat, leaving an extra burner available at all times for top-stove cooking.

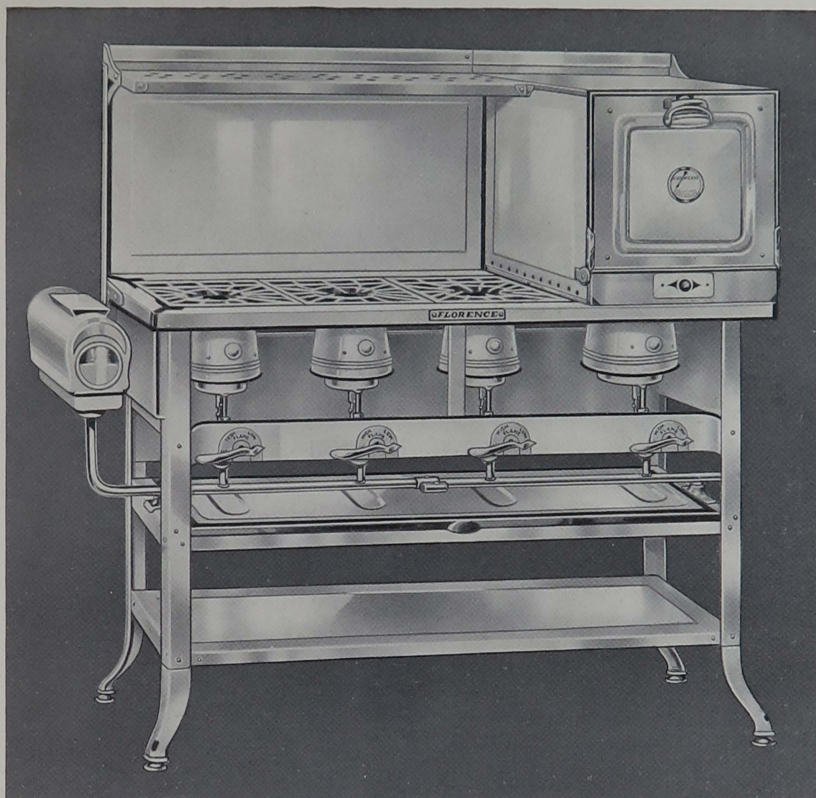
Notice the all-grid cooking top, shown above. It is made of strong, polished cast iron grid-work; in sections that are easily removable. It is extra wide (19") and entirely open, providing an unusually large surface and every inch of it useful space for cooking or for keeping food warm. The whole top is perfectly flush, removing all danger of spilling food.

The construction of the entire stove is especially sturdy and the cooking top is 33" from the floor. The extra shelf provides a handy place for pots and pans. The oil reservoir holds 1½ gallons.

The "F" line comes in beautiful two-tone gray and in black and gray. The parts subject to heat and wear are finished in hard, durable, *porcelain enamel*—all mantel backs, stove tops, chimneys, front strips, and lower reservoirs; gray mantel shelves, built-in ovens, stove ends and removable trays; and the left side and door panel of the black and gray built-in ovens. The frames, upper reservoirs and black mantel shelves are in baked-on enamel.

In addition to the new model shown on the preceding pages, the "F" stove is made in 4-, 3-, and 2-burner sizes with or without mantel and either portable or built-in oven.





## TWO-TONE GRAY

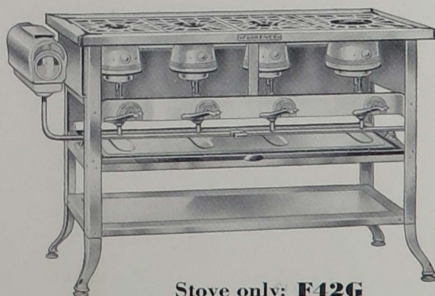
Four-Burner Range with Built-in Oven

Stove: **F42G** Mantel and Oven Unit: **FMV4G**

### DIMENSIONS AND WEIGHTS

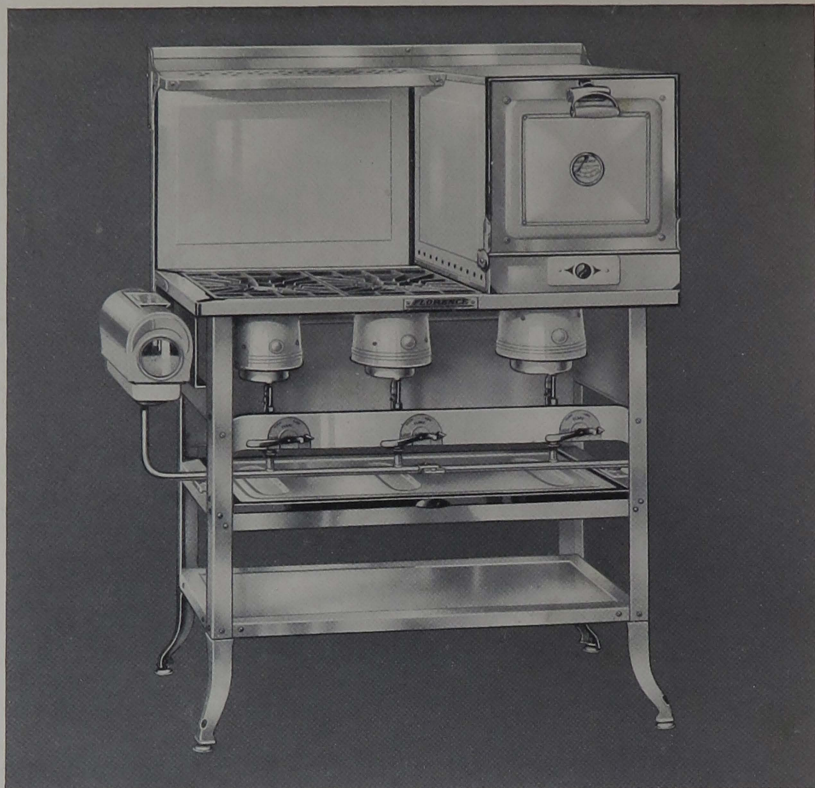
Burners: One Giant and Three Standard	
Height overall . . . . .	52 in.
Height of Cooking Top . . . . .	33 in.
Length overall . . . . .	54½ in.
Depth overall . . . . .	21 in.
Net Weight	
Stove . . . . .	69 lbs.
Mantel and Oven Unit . . . . .	42 lbs.
Crated Weight	
Stove . . . . .	107 lbs.
Mantel and Oven Unit . . . . .	70 lbs.

For specifications on the built-in oven, see Page 20.



Stove only: **F42G**

This stove also is made with a double giant burner, see Page 15.



## TWO-TONE GRAY

Three-Burner Range with Built-in Oven

Stove: **F32G**

Mantel and Oven Unit: **FMV3G**

This stove also comes with mantel and portable oven:

Mantel: **FM3G** (see Page 21) Oven: **FV11** (see Page 23)

### DIMENSIONS AND WEIGHTS



Stove only: **F32G**

Burners:	One Giant and Two Standard
Height overall . . . . .	52 in.
Height of Cooking Top . . . . .	33 in.
Length overall . . . . .	44 in.
Depth overall . . . . .	21 in.
Net Weight	
Stove . . . . .	59 lbs.
Mantel and Oven Unit . . . . .	37 lbs.
Crated Weight	
Stove . . . . .	90 lbs.
Mantel and Oven Unit . . . . .	63 lbs.

For specifications on the built-in oven, see Page 20.

This stove also is made with a double giant burner, see Page 15.





## BLACK AND GRAY

Four-Burner Range with Built-in Oven

Stove: **F42**

Mantel and Oven Unit: **FMV4**

This stove also comes with mantel and portable oven:

Mantel: **FM4** (see Page 21)    Oven: **FV11** (see Page 23)

### DIMENSIONS AND WEIGHTS

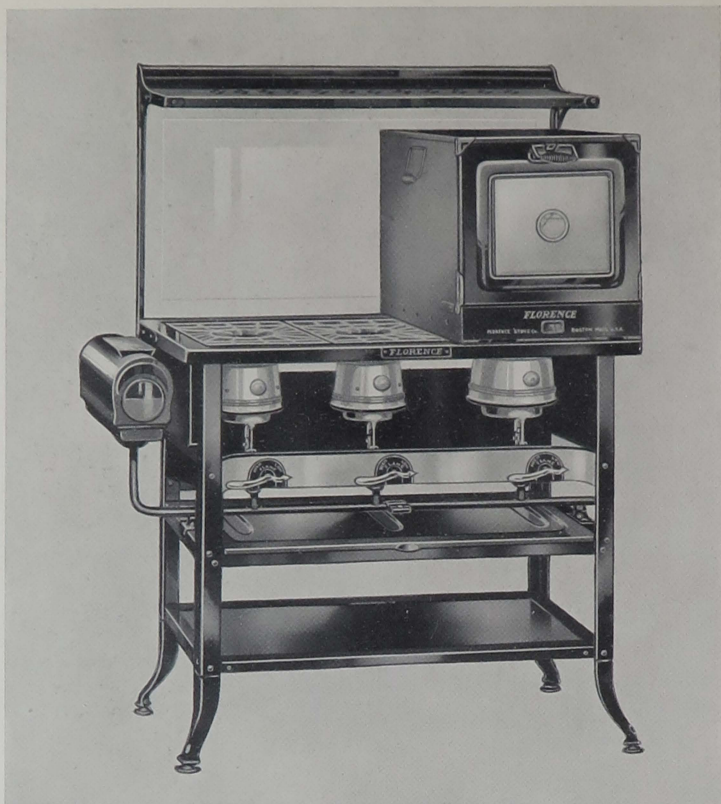
Burners:	One Giant and Three Standard
Height overall	52 in.
Height of Cooking Top	33 in.
Length overall	54½ in.
Depth overall	21 in.
Net Weight	
Stove	69 lbs.
Mantel and Oven Unit	38 lbs.
Crated Weight	
Stove	105 lbs.
Mantel and Oven Unit	65 lbs.

For specifications on the built-in oven, see Page 20.



Stove only: **F42**

This stove also is made with a double giant burner, see Page 15.



## BLACK AND GRAY

### Three-Burner Stove Complete

Stove: **F32**

Mantel: **FM3**

Oven: **FV11**

This stove also comes without mantel and oven — Stove only, F32; and it can be used with Mantel and Oven Unit FMV3G, shown on Page 20. For this stove with a double giant burner, see Page 15.

## BLACK AND GRAY

### Two-Burner Stove: **F22**



The FV11 Oven (see Page 23) can be used with this two-burner stove.

## DIMENSIONS AND WEIGHTS

Burners:	One Giant and Two Standard
Height overall	55½ in.
Height of Cooking Top	33 in.
Length overall	44 in.
Depth overall	21 in.
Net	{ Stove . . . . . 59 lbs.
Weight	{ Mantel . . . . . 15½ lbs.
Crated	{ Stove . . . . . 88 lbs.
Weight	{ Mantel . . . . . 30 lbs.

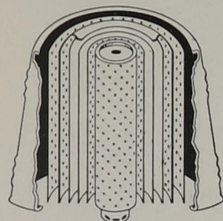
For oven specifications, see Page 23.

## DIMENSIONS AND WEIGHTS

Burners:	One Giant and One Standard
Height overall	33 in.
Length overall	33 in.
Depth overall	19 in.
Net Weight	47 lbs.
Crated Weight	69 lbs.



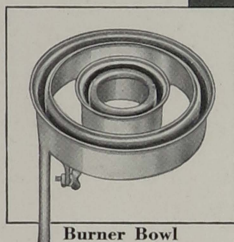
# FLORENCE DOUBLE GIANT BURNER



Cross Section



Double Burner



Burner Bowl

It is a well established fact that the prestige enjoyed by Florence Ranges has been built largely on the intense and economical heat given for oven and top stove cooking. This was true of the standard 12" burner even before the giant 15" burner was brought out in the popular F-Model line of Florence Oil Ranges.

There are, however, certain exceptional uses such as heating a large boiler of water or extra quick baking, that call for an extraordinary amount of heat. For these purposes, the new Florence Double Giant Burner has been developed.

This is a burner within a burner. In other words, a 15" cylinder with a second burner within the outer rim. Combustion problems have been worked out and the new double burner tested in actual household service for an extended period.

With the use of this double burner, the FV11 Oven has been heated as high as 640 degrees; and the speed of heating up the oven has been materially increased.

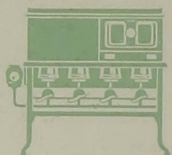
This new burner is just another example of the Florence policy of providing dealers with merchandise that will enable them to meet the varying needs of today's households.

## STOVES WITH DOUBLE BURNERS

The Florence stoves equipped with this double giant burner are listed in the table below. In every respect, except this one burner, these stoves are the same as the ones shown on the pages referred to.

Stove No.	Model	Refer to
DF42G . .	Four-Burner Two-Tone Gray . . . . .	Page 11
DF32G . .	Three-Burner Two-Tone Gray . . . . .	Page 12
DF42 . .	Four-Burner Black and Gray . . . . .	Page 13
DF32 . .	Three-Burner Black and Gray . . . . .	Page 14

## THE A - MODEL LINE OF RANGES



Green is the color of today and tomorrow and Florence is in step with the times in the "A" line of stoves, finished in green and black porcelain and baked-on enamel.

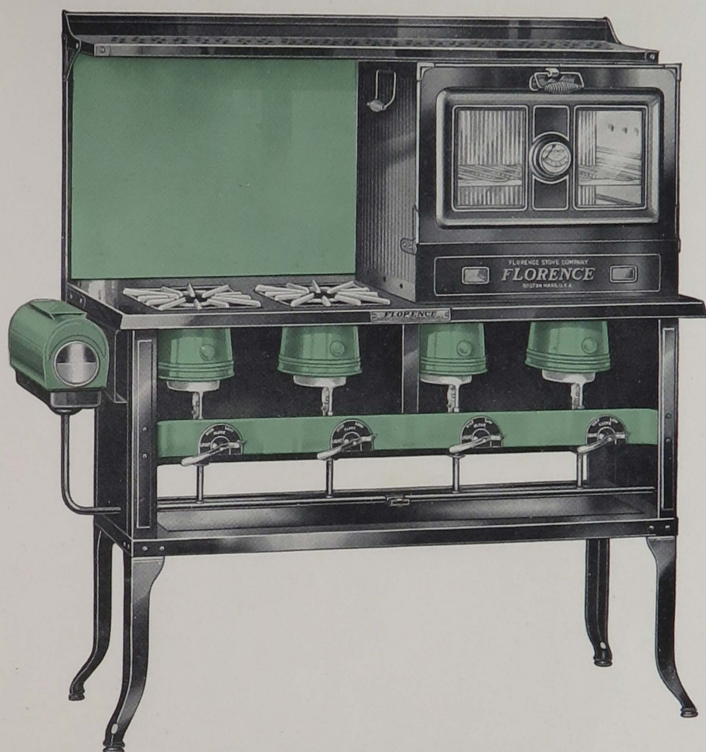
The "A" line is lower in price than the "F" yet quality has not been sacrificed. The burners, identical with those found on our higher-priced ranges, are designed to *focus* heat directly on the cooking vessel. Notice how close the burners are to the cooking—only 2½ inches below the cooking top. The food, not the kitchen, gets the heat.

A Florence portable oven in one- or two-burner sizes should be sold with this range, to enable it to meet all the demands of the average family's cooking operations.

The A-Model is made in four-, three- and two-burner sizes, with or without mantel and oven. The entire line is shown on the following pages.







## BLACK AND GREEN

Four-Burner Stove Complete

Stove: **A42**

Mantel: **AM42**

Oven: **AV2**



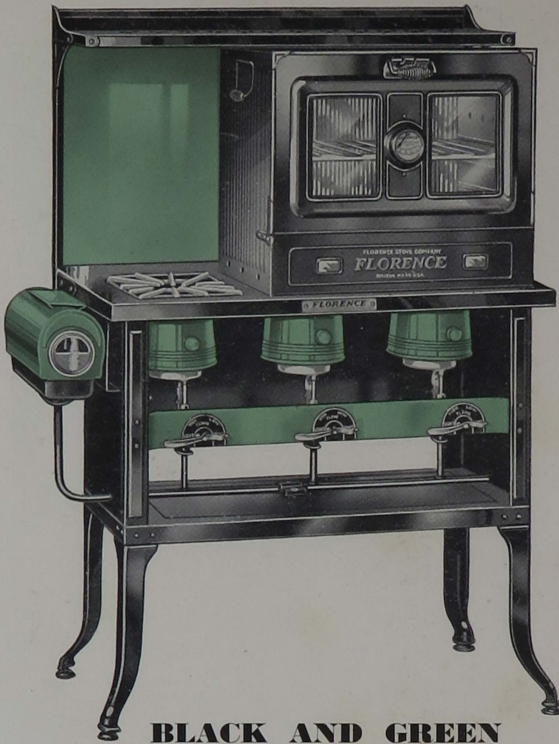
Stove only: **A42**

### DIMENSIONS AND WEIGHTS

Burners . . . . .	Four Standard
Height overall . . . . .	55 1/4 in.
Height of Cooking Top . . . . .	33 in.
Length overall . . . . .	53 in.
Depth overall . . . . .	19 in.
Net Weight	
Stove . . . . .	53 lbs.
Mantel . . . . .	19 lbs.
Crated Weight	
Stove . . . . .	78 lbs.
Mantel . . . . .	39 lbs.

For oven specifications, see Page 24.

Any "A" Oven (see Page 24) can be used with this stove.



## BLACK AND GREEN

Three-Burner Stove Complete

Stove: **A32**

Mantel: **AM32**

Oven: **AV2**

### DIMENSIONS AND WEIGHTS

Burners	Three Standard
Height overall	55¼ in.
Height of Cooking Top	33 in.
Length overall	42 in.
Depth overall	19 in.
Net Weight	
Stove	43 lbs.
Mantel	15 lbs.
Crated Weight	
Stove	65 lbs.
Mantel	30 lbs.

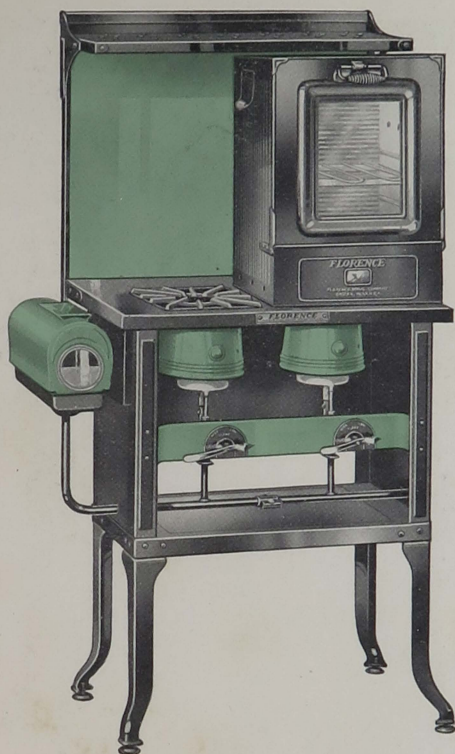
For oven specifications, see Page 24.



Stove only: **A32**

Any "A" Oven (see Page 24) can be used with this stove.





## BLACK AND GREEN

Two-Burner Stove Complete

Stove: **A22**

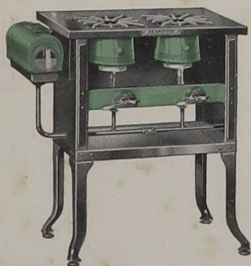
Mantel: **AM22**

Oven: **AV1**

### DIMENSIONS AND WEIGHTS

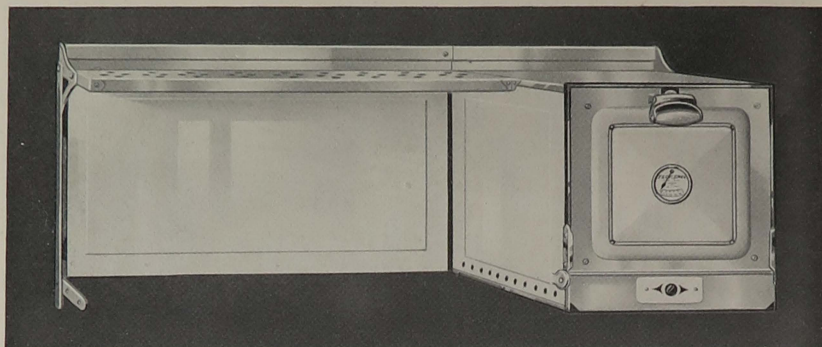
Burners	Two Standard
Height overall	55¼ in.
Height of Cooking Top	33 in.
Length overall	32 in.
Depth overall	19 in.
Net Weight	
Stove	35 lbs.
Mantel	12 lbs.
Crated Weight	
Stove	55 lbs.
Mantel	25 lbs.

For oven specifications, see Page 24.

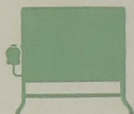


Stove only: **A22**

Any "A" Oven (see Page 24) can be used with this stove.



## MANTEL AND OVEN UNITS FOR F-MODEL STOVES



The mantel and built-in (permanent) oven are combined into one unit, to be attached like an ordinary mantel to the F-Model Stove, as shown in the table below.

The oven has all the usual Florence features. The extra wide mantel shelf, which is in direct line with the top of the oven, will conveniently hold service dishes.

That handsome, durable finish, *porcelain enamel*, is used on *all* mantel backs, gray mantel shelves, gray built-in ovens and the left side and door panel of the black and gray built-in oven. The frames of the units and the black mantel shelf are finished in glossy, baked-on enamel.

### ADVANTAGES TO THE MERCHANT

Every dealer will appreciate the flexibility that this Mantel and Oven Unit gives the line. With a stock of F-Model Outfits and this Mantel and Oven Unit you are in a position to sell the regular combination, or built-in oven range — as your trade demands. It means less stock on hand and less warehouse expense, and you can sell this built-in oven range at practically the price of a portable oven outfit.

Mantel and oven are shipped together, separate from the stove.

### DIMENSIONS AND WEIGHTS

UNIT No.	FMV4G	FMV4	FMV3G
Colors	Two-Tone Gray	Black and Gray	Two-Tone Gray
For Stove No.	F42G	F42	F32G & F32
Height	19 in.	19 in.	19 in.
Net Weight	42 lbs.	38 lbs.	37 lbs.
Crated Weight	70 lbs.	65 lbs.	63 lbs.

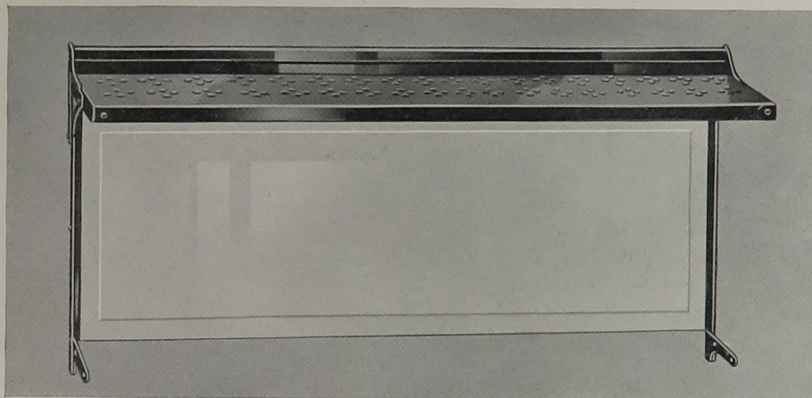
The oven is the same on all units.

Height, inside	12 in.
Width, inside	13¼ in.
Depth, inside	19½ in.



# MANTELS FOR FLORENCE OIL STOVES

FLORENCE



F-Model Mantel

Now and then you may sell a stove without the mantel — exceptional cases where the cost or some special need make imperative a purchase of this type.

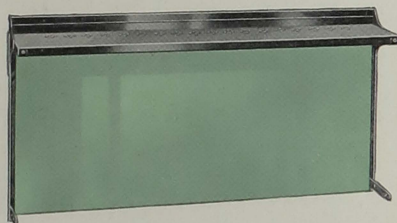
It will be just a matter of time, in a number of these sales, before the customer is back after the mantel. She will quickly come to realize the convenience of the mantel as a protection for the walls and as a step-saver.

You can readily handle such requests as the mantel is ordered, crated and shipped separately; and can be attached to the stove in a few minutes.

The mantel is fastened to the stove top by iron braces. There are no obstructing ends to prevent a full view of the cooking top — no closed corners to act as dirt-catchers. Easily kept bright and clean.

Supported by cast iron brackets, the strong, wide shelf, wider than the usual type, will conveniently hold service dishes. Housewives appreciate this feature.

All mantel backs are covered with *porcelain enamel*, a durable finish that assures long life. The mantel shelves and frames are finished with glossy, baked-on enamel—a practical finish combining beauty and utility.



A-Model Mantel

## DIMENSIONS AND WEIGHTS

Mantel No.	FM4	FM3	FM3G	AM22	AM32	AM42
Colors	Black and Gray	Black and Gray	Two-Tone Gray	Black and Green	Black and Green	Black and Green
For Stove No.	F42 DF42	F32 DF32	F32G DF32G	A22	A32	A42
Height	22½ in.	22½ in.	22½ in.	22¼ in.	22¼ in.	22¼ in.
Net Weight	19½ lbs.	15½ lbs.	15½ lbs.	12 lbs.	15 lbs.	19 lbs.
Crated Weight	38 lbs.	30 lbs.	30 lbs.	25 lbs.	30 lbs.	39 lbs.

## THE FLORENCE OVEN

No Florence product is more justly famous than Florence Ovens, pictured on the following pages. They have several special features — the reasons why food comes out “browned but never burned.”

**PATENTED HEAT DISTRIBUTOR.** The edge of this porcelain enameled steel box is right over the burners. The heat is distributed as it enters the oven. An air chamber and asbestos lining in this heat distributor insulate the lower shelf and prevent food from burning on the bottom. An exclusive Florence feature.

**THE BAKER'S ARCH.** Notice the rounded corners at the top copied from the Old Dutch Ovens. These “Dutch Corners” prevent the rising heat from collecting in heat pockets; instead, the heat is directed downward again over the food. Ventilating holes, carefully placed in each side of the oven, carry off excess moisture.

**THERMOMETER.** Florence Ovens (except AV1) have strong, reliable thermometers built into the doors; a popular feature with today's housewife.

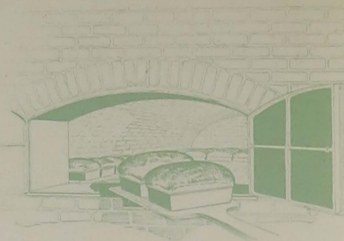
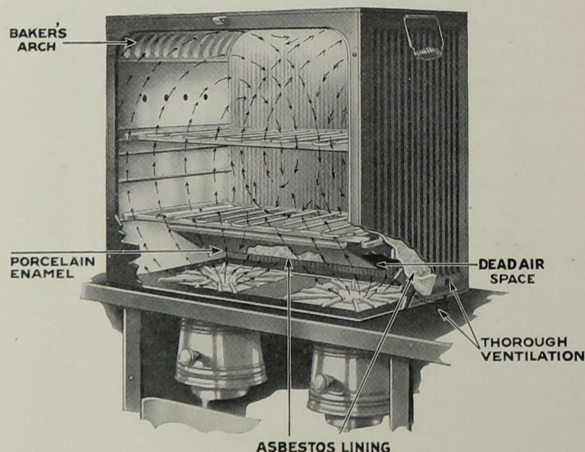
**WELDED RACKS.** Nickel-plated, electric-welded racks are made of steel wire, laid parallel to the ends of the oven so dishes may be slid on or off without jarring contents. They are strongly constructed and cannot sag.

**LATCH.** A one-handed door latch, with Alaska handle, is a marvel of simplicity.

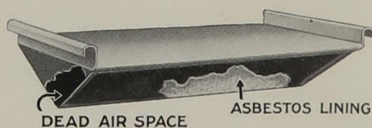
**HINGES.** Strong enough to support fully-opened door, without unsightly braces.

**HEAT SEAL.** Door edges are turned to fit like the cover of a box; corners are reinforced with nickel-plated corner plates, a mark of good workmanship.

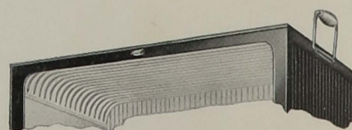
**PORTABLE.** Florence Ovens are made of copper steel. Alaska handles make lifting easy. Mica peep holes show the flame. All Florence Ovens can be bought separately; in fact, thousands are bought regularly each year for use on gas stoves.



An Old Dutch Oven



Patented Heat Distributor



The Baker's Arch



# F-MODEL FLORENCE OVEN

F  
L  
O  
R  
E  
N  
C  
E

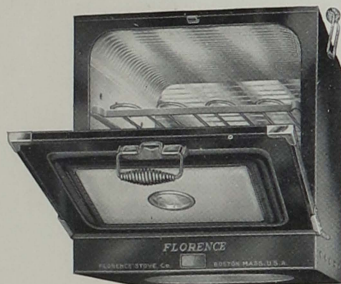
This F-Model Oven has been designed primarily for use on the Florence F-Model Stoves. It has all the Florence features and is constructed in such a way that it centers over and is adequately heated by a *single burner*. With the giant burner on the F-Model Stove at full flame the oven can be heated to 575 — 600°F.

The depth of this oven is greater than its width (the increased depth of the all-grid cooking top on the F-Model Stoves makes possible the use of a deep oven). With this increased depth this oven has an inside capacity as great as that of an ordinary two-burner oven, yet it occupies less space on the stove.

The entire construction of this F-Model Oven is not radically different from the Florence Two-Burner Oven. We might describe it as a standard model two-burner oven turned endwise—with the door switched around to the front end of the oven.

This F-Model Oven is more convenient for the cook. The greater depth makes it better suited to the use of roasting pans, brazing pans and similar cooking utensils; and the rack automatically locks when pulled one-half way out, holding the pan rigidly in a convenient position to baste the roast.

While this oven has been designed principally for use on the F-Model Stoves, it will find a ready market in the gas stove field. It can be used over one gas burner, which will give all the heat needed.

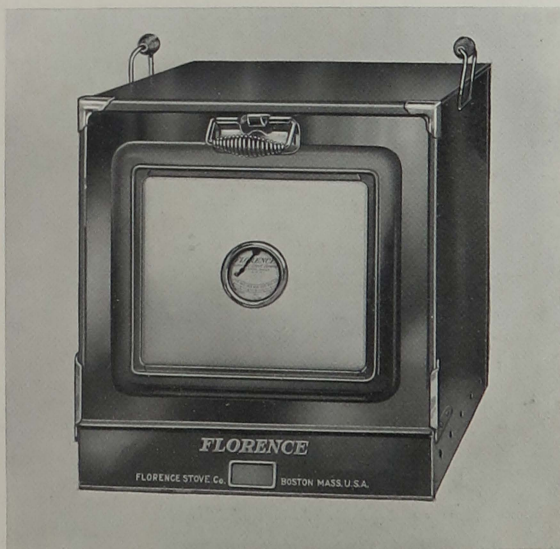


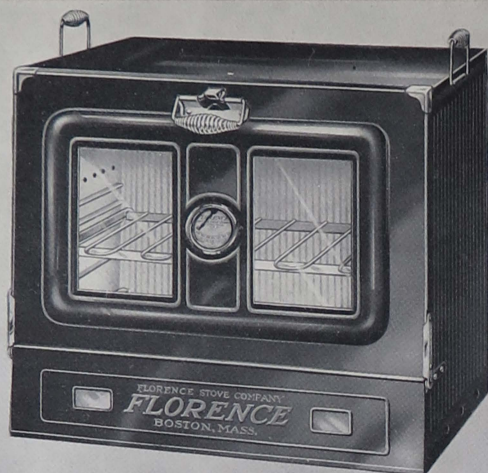
## No. FVII

Specially designed for  
F-Model Stoves

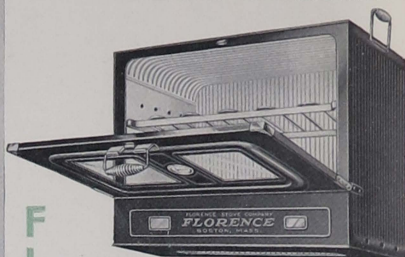
### DIMENSIONS AND WEIGHTS

Height outside . . . . .	16½ in.
Width outside . . . . .	15½ in.
Depth outside . . . . .	20 in.
Height inside . . . . .	12 in.
Width inside . . . . .	13¼ in.
Depth inside . . . . .	19½ in.
Net Weight . . . . .	22 lbs.
Crated Weight . . . . .	30 lbs.





**Two-Burner No. AV2**  
Oven with Transparent Glass  
Panels and Heat Indicator.

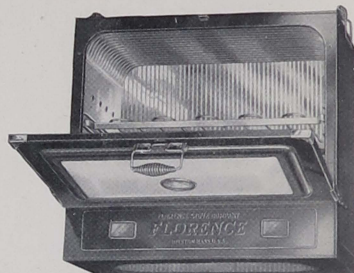


**Nos. AV2—AV12**

**DIMENSIONS AND WEIGHTS**

Height outside . . . . .	18½ in.
Width outside . . . . .	21½ in.
Depth outside . . . . .	13 in.
Height inside . . . . .	12½ in.
Width inside . . . . .	18¾ in.
Depth inside . . . . .	12¾ in.
Net Weight . . . . .	20½ lbs.
Crated Weight . . . . .	27 lbs.

FLORENCE



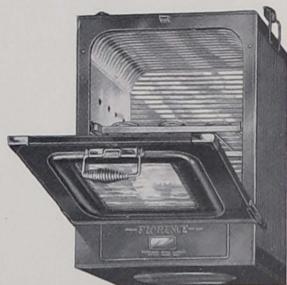
**Two-Burner No. AV12**

Oven with Gray Porcelain  
Enameled Panel  
and Heat Indicator.

**No. AV1**

**DIMENSIONS AND WEIGHTS**

Height outside . . . . .	18½ in.
Width outside . . . . .	13½ in.
Depth outside . . . . .	13 in.
Height inside . . . . .	12½ in.
Width inside . . . . .	10¾ in.
Depth inside . . . . .	12¾ in.
Net Weight . . . . .	14½ lbs.
Crated Weight . . . . .	20 lbs.



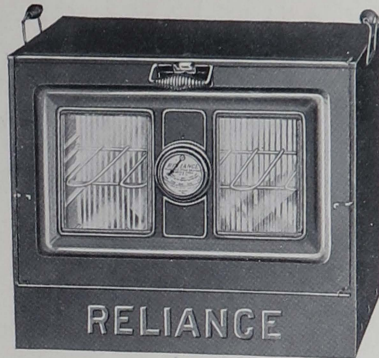
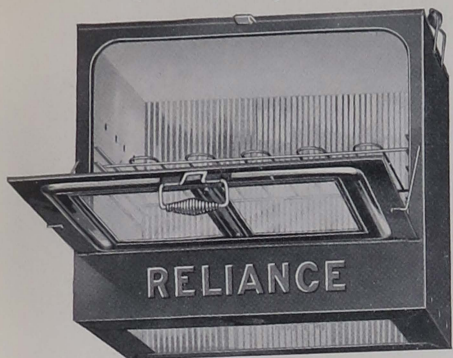
**One-Burner No. AV1**

There is a ready market  
for this high-grade oven.  
It has all the features of  
the No. AV2, except the  
heat indicator.



# RELIANCE OVENS

High in Quality, Low in Prices — For Use with Oil or Gas Stoves



No. RV2

TWO-BURNER OVENS

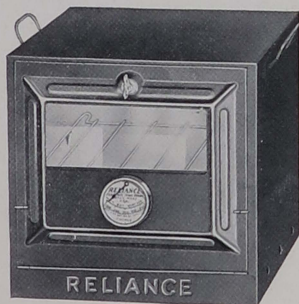
No. RV21

Both ovens have glass paneled doors and the RV21 carries a dial oven thermometer. They have full asbestos lining, thorough ventilation, cool Alaska handles and bright metal inner walls. Racks are electrically welded steel wire, running from front to back. A black *porcelain enameled* heat spreader is welded to the lower grate.

No. RV11

One-Burner Oven

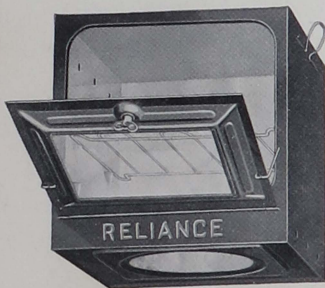
This smaller oven has most of the features of the two-burner oven, including the glass paneled door and the dial thermometer.



No. RV1

One-Burner Oven

This one-burner oven is similar to the RV11, except that it does not have the dial oven thermometer in the glass paneled door.



## DIMENSIONS AND WEIGHTS

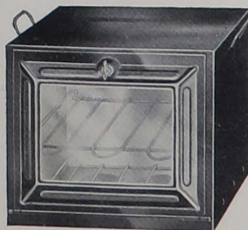
Oven No.	RV2	RV21	RV11	RV1	SV10
Height outside	18¼ in.	18¼ in.	13½ in.	13½ in.	11¼ in.
Width outside	21¾ in.	21¾ in.	13 in.	13 in.	12¼ in.
Depth outside	13¼ in.	13¼ in.	13¼ in.	13¼ in.	10½ in.
Height inside	12¼ in.	12¼ in.	10 in.	10 in.	8 in.
Width inside	18¾ in.	18¾ in.	11½ in.	11½ in.	10½ in.
Depth inside	12½ in.	12½ in.	12¾ in.	12¾ in.	10¼ in.
Net Weight	16½ lbs.	16½ lbs.	8 lbs.	8 lbs.	5¼ lbs.
Crated Weight	22 lbs.	22 lbs.	12 lbs.	12 lbs.	*30 lbs.

\*Packed 4 to a crate; sold in unbroken crates only.

## SPECIAL OVEN

No. SV10

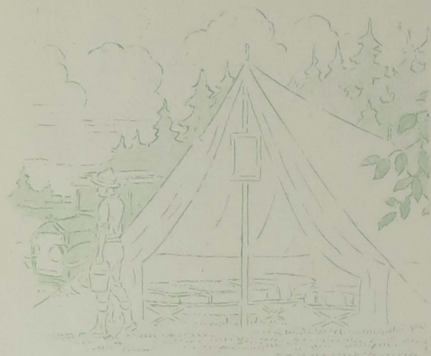
This high grade, single burner, "baby" oven at its very low price enables a dealer to meet the demand for a small, inexpensive oven that will actually bake things. It is provided with glass paneled door, ventilation, heat spreader and welded steel wire racks, running front to back.



# RELIANCE

## WICKLESS OIL STOVES

An Ideal Cook Stove for Campers and Automobile Tourists



The Reliance is a small, high grade, low priced oil stove of the wick-less, blue flame type. It is powerful, strong, easily carried and offers conveniences in the way of a cook stove that cannot be overlooked by campers and automobile tourists.

The flame is a gas flame. The kerosene vaporizes and mixes with heated air, burning with an intense, clean, blue flame that does not smoke or smudge. The 10 inch burners enclosed by metal jackets deliver the heat close up to the cooking utensils — none is wasted. The flame is easily and positively regulated by the amount of oil

admitted to the burner bowl. A special steel valve-seat insures positive action in shutting off the oil supply.

The Reliance Kindler is a narrow band of asbestos that lies in each burner bowl. It serves as a starting ring, nothing more. When saturated with kerosene it lights just as easily as a lamp wick and starts the operation of vaporizing the oil which continues to burn as a gas.

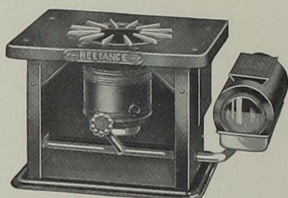
The Reliance is made of heavy gauge metal, well riveted and bolted — ready to stand hard usage. These stoves are handsomely finished with black baked-on enamel. The metal tank, with a glass bullseye, holds three quarts of oil; sufficient for one burner's continuous use at full flame for about twenty hours.



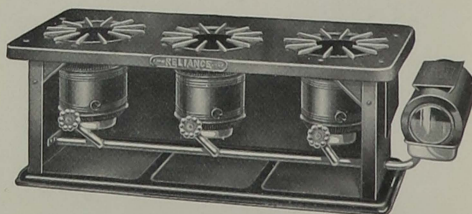
Two-Burner, No. **R2**

### DIMENSIONS AND WEIGHTS

Stove No.	R1	R2	R3
Height overall	11 in.	11 in.	11 in.
Length overall	21¼ in.	27¼ in.	35¾ in.
Depth overall	14½ in.	14½ in.	14½ in.
Net Weight	12 lbs.	16 lbs.	22 lbs.
Crated Weight	18 lbs.	22 lbs.	31 lbs.



One-Burner, No. **R1**



Three-Burner, No. **R3**



# THE NEW FLORENCE COMBINATION ELECTRIC BROILER

No. E2

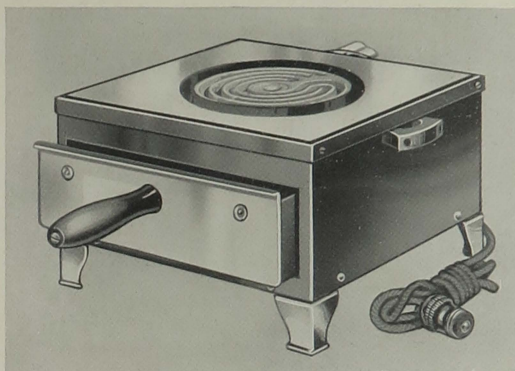
The Florence Combination Electric Broiler and Hot Plate is new and different from any other on the market. It is a small, efficient cooking appliance, large enough to prepare an entire meal for the average family, yet small and dainty enough to stand on a card table.

This little wonder has an 800 watt hot plate on top and a 660 watt insulated broiler unit for the oven which cannot be short circuited. By means of a reciprocating switch these elements can be used either independently or in \*combination, making it possible to broil, bake or toast in the broiler compartment and at the same time boil, fry or stew on the top hot plate.

The broiler compartment is equipped with a removable wire grid or rack, adjustable to broiling and roasting varying thicknesses of steaks, chops, chicken and fish. The broiler pan, finished in hard *porcelain enamel*, is an excellent baking dish for biscuits, meat, potatoes, vegetables and casserole dishes. The broiler compartment and oven are well insulated so that the heat is held in the oven with practically no loss. The food retains all its juices and natural flavor.

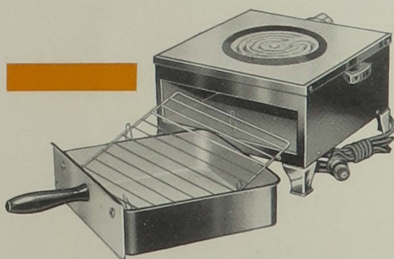
The broiler is equipped with an 8 foot cord and plugs into any standard convenience outlet. Though of surprisingly large capacity, it can be used on the dining room table, in the pantry or kitchen. It is useful wherever electricity is available, assuring hot meals at any time or place, quickly, conveniently and without smoke or burned odor.

The Florence Combination Electric Broiler is unique, good looking and substantially



made of heavy sheet steel. The top and broiler pan complete are bluish gray *porcelain enamel* with black enamel trimmings. The body is finished in black japan, baked-on. The legs are nickel plated.

This broiler has been tested thoroughly in every way over a long period and found highly efficient, practical, convenient and very economical. The cost is small for such a handy, labor-saving cooking appliance, ready at all times for light or heavy work anywhere. It is truly in a class by itself.

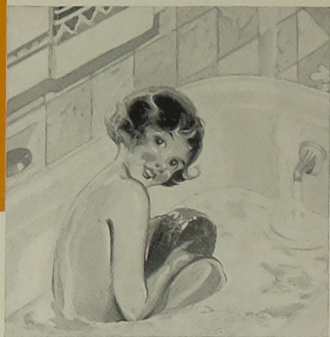


## DIMENSIONS AND WEIGHTS

Dimensions . . . . .	11½ in. x 11½ in. x 7 in.
Net Weight . . . . .	14 pounds
Shipping Weight . . . . .	18½ pounds
Load . . . . .	{ 800 watts on Top Plate
	{ 660 watts on Broiler Unit
Voltage . . . . .	110-115 or as desired

Equipped with eight feet of heater cord. Packed in individual cartons.

\*When the hot plate and broiler are used in combination, the hot plate is automatically reduced to 400 watts—making a total load of 1060 watts.



## HOT WATER FOR EVERY HOME

Florence Water Heaters solve the hot water problem of the home. They burn kerosene and their cost of operation is surprisingly low — only a few cents a day.

On the following pages are shown different models, both automatic and otherwise, at prices that will be comfortable for different sizes of purse.

The automatic types operate under thermostatic control, with a pilot light, and require absolutely no attention except an occasional filling of the oil tank.

All Florence heaters, except the WB31, have pre-heating chambers that warm the water before it enters the coils. These heaters work fast as well as economically. Under ordinary domestic conditions a 30 gallon tank is heated for 4 to 4½ cents.

Florence Water Heaters, except the WB31, are designed to be hooked up with any range boiler up to 30 or 40 gallon capacity, either vertical or horizontal, as an independent unit or an auxiliary to a furnace or kitchen range hot water system.

Connections on these water heaters, at both the hot water outlet and cold water intake, are carried through so that the plumber can do all his work on the outside of the heater.

All Florence Water Heaters are strongly built of finest materials and will last for many years.



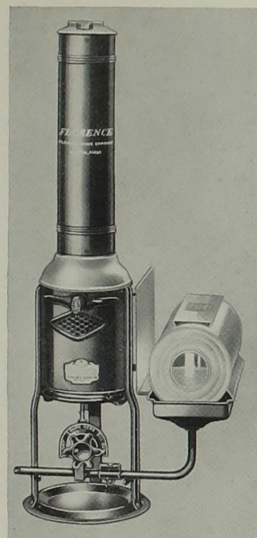
# FLORENCE

## OIL-BURNING WATER HEATERS

FLORENCE

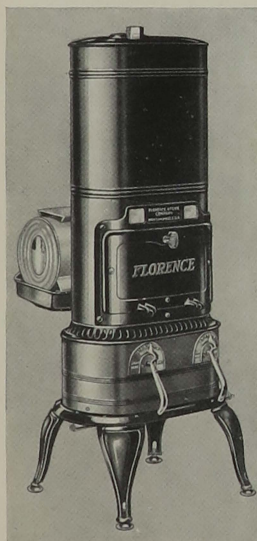
### ONE-BURNER, No. W1 *Non-Automatic*

The giant 15 inch Florence burner focuses its intense heat close-up to twenty feet of  $\frac{5}{8}$  inch (outside dimension) copper tubing.



### TWO-BURNER, No. W21 *Non-Automatic*

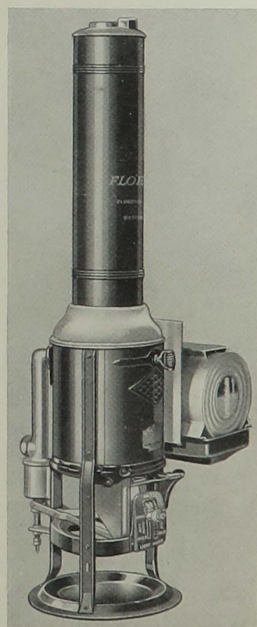
The two standard powerful and economical burners focus their hot, blue, gas-like flames directly onto twenty-eight feet of  $\frac{1}{2}$  inch (outside dimension) copper tubing.



### ONE-BURNER, No. W11 *Automatic*

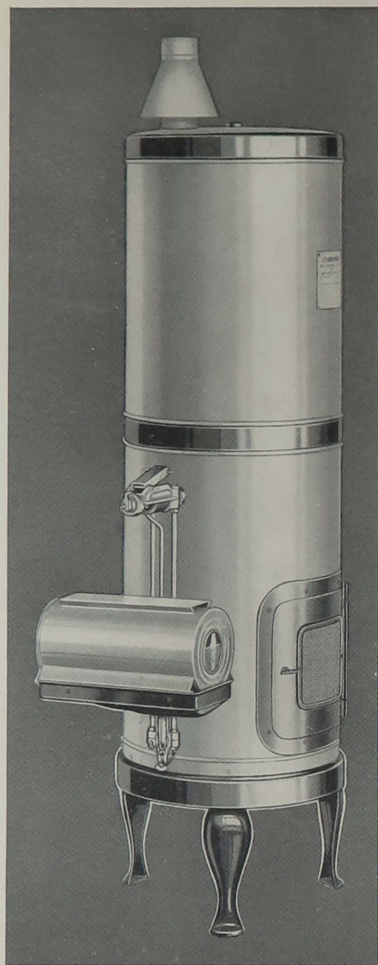
Fully automatic; under thermostatic control, with a pilot light. Raising and lowering of the burner bowl (hence the regulating of the flame) is controlled automatically by the temperature of the water in boiler. This heater runs itself and maintains a supply of hot water.

The giant 15 inch Florence burner heats twenty feet of  $\frac{5}{8}$  inch (outside dimension) copper tubing.



### DIMENSIONS AND WEIGHTS

Water Heater No.	W1	W21	W11
Width overall	19 in.	17 in.	18 in.
Depth overall	15 in.	18½ in.	16½ in.
Height overall	41 in.	39 in.	41 in.
Net Weight	30 lbs.	49 lbs.	37 lbs.
Crated Weight	48 lbs.	71 lbs.	58 lbs.



# FLORENCE

## AUTOMATIC STORAGE WATER HEATER

No. WB31

*Handsomely Finished in Gray Enamel  
with Black Trimmings*

**Burns Kerosene Fully Automatic  
Gives Degree of Hot Water Wanted  
Runs Itself Indefinitely**

### DIMENSIONS AND WEIGHTS

Width, including oil tank . . . . .	28 in.
Height, without draft diverter . . . . .	64 in.
Height, with draft diverter . . . . .	71 in.
Depth overall . . . . .	18 in.
Net Weight . . . . .	195 lbs.
Crated Weight . . . . .	282 lbs.
Floor space required . . . . .	28 x 19 in.

The Florence Automatic Storage Water Heater offers you a complete, automatic, water-heating unit — all in the one piece. Entirely automatic, from the moment you first light the burner it runs itself indefinitely and *maintains* a constant supply of hot water. You can light it and forget it. It requires no thought or attention on your part except for renewing the kindler and an occasional filling of the oil tank.



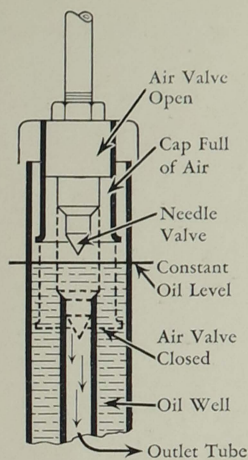
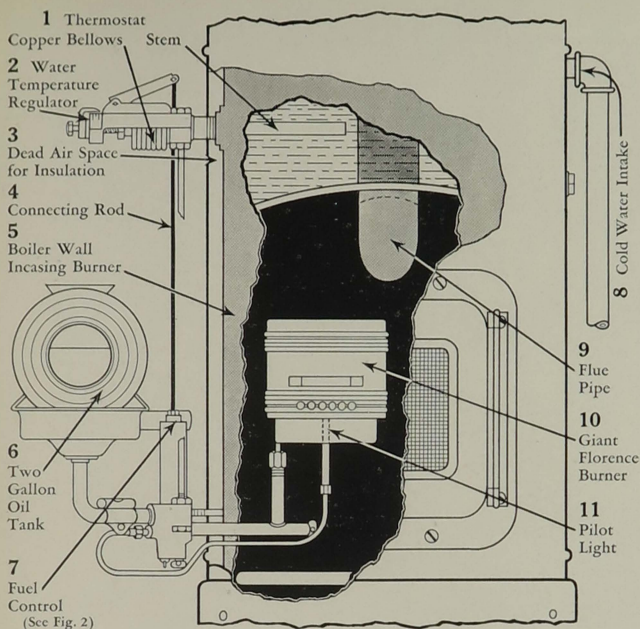


Figure 2  
Showing how the opening and closing of the air valve controls the flow of oil to burner.

## INTERIOR VIEW OF THE WB31

A 30 gallon boiler, heavily galvanized inside and out, is incased in a sheet steel shell. The dead air space between (3) gives effective insulation. The water boiler extends about two-thirds the length of the heater. Every boiler is given a 250 lbs. hydrostatic test which is much greater than the normal working pressure.

The walls of the boiler continue to the bottom and form a hollow shell (5) that completely surrounds the giant Florence burner (10). This is the same wickless kerosene oil burner used in the nationally known Florence Oil Range.

Years of constant use have established it as a safe, dependable burner that can be operated steadily with perfect confidence. The burner is always in full view through the window in the door.

The burner is stationary. The temperature of the water in the boiler *automatically* controls the flow of oil to the burner and so regulates the heat. Two main factors are inseparably linked in this automatic control—the thermostat (1) inserted into the boiler a few inches above the bottom; and the air valve (Fig. 2) a cap full of air that serves as a shut off on the oil supply.

As the temperature of the water in the boiler rises or falls, the burner automatically changes from full flame to out and vice versa. This cycle is repeated indefinitely.

The pilot light (11) is a small wick enclosed in a tube that has no connection with the rest of the burner bowl. It is fed by a separate oil line and burns *continuously* with a small candle-like flame that consumes no appreciable amount of oil.

A regulator (2) on the end of the thermostat is graduated off into Warm, Hot and Very Hot. Simply set the hand and this heater maintains the degree of hot water wanted. This regulator can also be turned to completely shut off the burner, if this is ever desired.

A flue pipe (9) that may be connected to a chimney runs up through the center of the boiler. The draft diverter at the top prevents the chimney draft from affecting the burner.

The oil consumption depends on the amount of hot water used but the WB31 operates at a very low cost—just a few cents a day. The oil tank (6) holds two gallons, sufficient for about four days' ordinary use.

# FLORENCE CABINET HEATER

Finished in Grained Walnut  
Porcelain Enamel

This Cabinet Heater is a case of "handsome is *and* handsome does." It is a beautiful piece of furniture for the finest room and it is a most efficient and powerful heating plant.

Introduced by Florence, it met with instant success and throughout the nation has become one of the most popular items in the entire line.

The cabinet which conceals working parts, is handsomely finished in grained walnut porcelain enamel.

Do not confuse this article with an ordinary heater that merely takes off the chill. In moderately cold weather this Cabinet Heater keeps two or three open rooms quite comfortable. It will keep a room warm even in *zero weather*. Yet you can run this heater as the weather requires as the control is entirely in your hands. A simple turn of the lever regulates the burner, from high to low, and gives you the desired amount of heat.

With separate controls (4 and 6) both burners can be run at full, medium or low flame. Or, when the weather permits, one burner can be turned out and the other operated as desired.

The giant Florence burner (this heater is equipped with two) is exactly the same as used in the nationally known Florence Oil Range. Burns kerosene (coal oil) a cheap fuel, easily obtained.

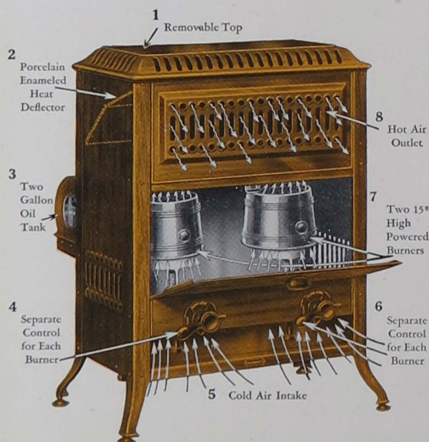
Cold air drawn in at the bottom (5) is thoroughly heated by two giant, high-powered Florence burners (7). A porcelain enameled heat deflector (2) directs this heated air out into the room through an opening (8) at the top of the front wall.

The oil tank (3) holds two gallons. In average use this is equivalent to three or four days' supply.

The Cabinet Heater is easy to clean and keep clean, because the surface is porcelain enameled; everything is open; and the top (1) is removable.



No. C2

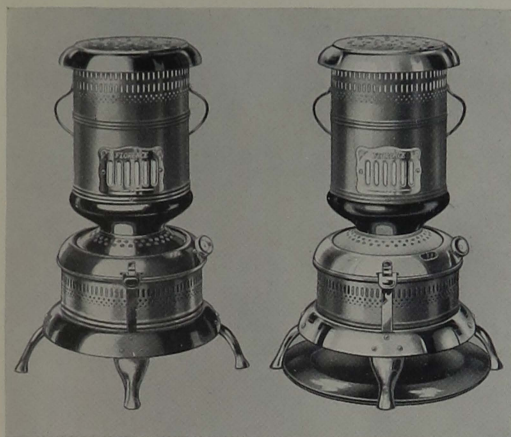


## DIMENSIONS AND WEIGHTS

Depth, including oil tank . . . . .	24 in.
Length overall . . . . .	28 in.
Height overall . . . . .	33½ in.
Net Weight . . . . .	50 lbs.
Crated Weight . . . . .	81 lbs.
Floor space required . . . . .	28 x 24 in.



# FLORENCE ROOM HEATERS



No. H81

No. H82

## EIGHT INCH CIRCULAR WICK H81 and H82

Stands on four sturdy legs.

Height overall	23½ in.
Diameter, radiator drum	8⅜ in.
Net Weight	10 lbs.
Crated Weight	18 lbs.
Oil tank holds	2⅓ gal.

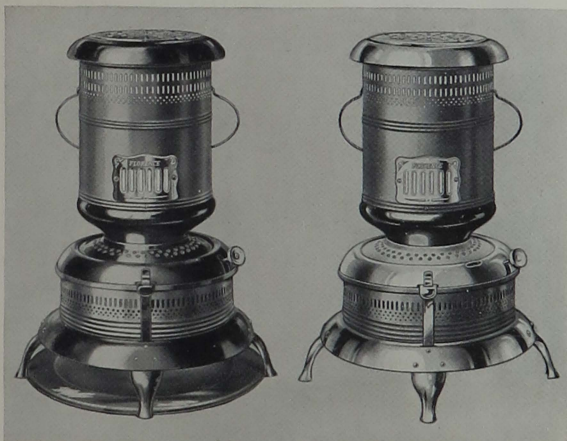
Floor pan sold separately.

## TWELVE INCH CIRCULAR WICK H121 and H122

Stands on four sturdy legs.

Height overall	25¾ in.
Diameter, radiator drum	10¼ in.
Net Weight	15 lbs.
Crated Weight	25 lbs.
Oil tank holds	1¼ gals.

Floor pan sold separately.



No. H121

No. H122

## A COMPLETE LINE—TWO SIZES, TWO FINISHES

The Florence Room Heater gives quick, intense heat, where and when wanted. It is odorless — smokeless — safe — and mighty good-looking. Burns kerosene (coal oil) a cheap fuel easily obtained.

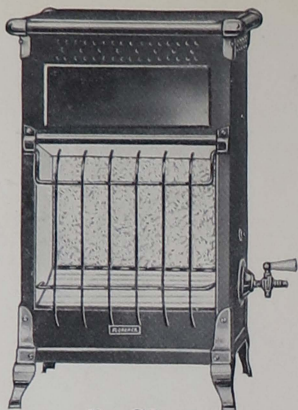
Two sizes — with 8 inch and 12 inch circular wick. Two styles — All-Black (Nos. H81 and H121) with trimmings finished in black, glossy enamel, baked-on; Black and Nickel (Nos. H82 and H122) with all trim heavily nickel-plated.

An exclusive Florence feature is the black *porcelain enameled* fire bowl which completely surrounds the flame and radiates part of the heat *sideways and downward*, close to the floor where heat is needed. The porcelain enamel finish gives it a hard, rust-proof surface of high radiating efficiency.

Other features:—blue steel drum; black enameled basket; never-fail latch; patented air distributor; heavy metal tank with bail lock; large mica window.

The porcelain enameled floor pan, shown with Nos. H121 and H82, protects rugs and fine floors. It clamps into place under the legs and lifts with the heater. Made in two sizes and sold separately, for the 8 inch and 12 inch heaters.

# FLORENCE GAS HEATERS



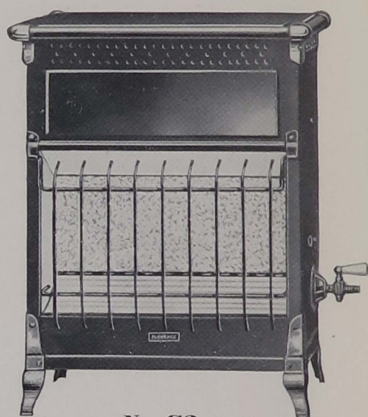
No. G1

in close contact with the heat are finished in hard, durable, heat-resisting *porcelain enamel*.

The back of the fireplace is steel covered with asbestos wool. Polished copper-plated material at the sides and front of the burner radiates the heat from the back log and burner. The legs, corner pieces and air shutter are nickel-plated.

## DIMENSIONS AND WEIGHTS

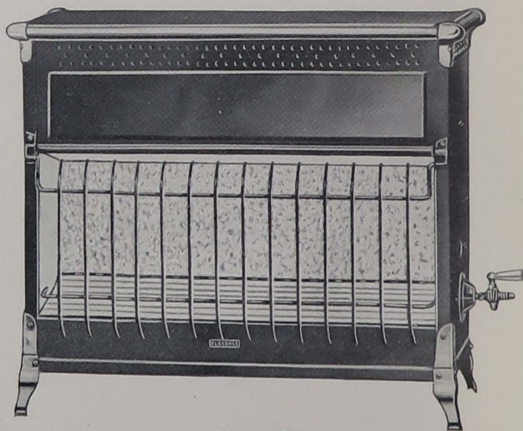
Heater No.	G1	G2	G3	G4
Width overall	14 in.	18 in.	22 in.	27 in.
Depth overall	11½ in.	11½ in.	11½ in.	11½ in.
Height overall	24½ in.	24½ in.	24½ in.	24½ in.
Net Weight	12 lbs.	15 lbs.	17 lbs.	20 lbs.
Crated Weight	19 lbs.	22 lbs.	25 lbs.	29 lbs.
Gas Consumed per Hour	18 ft.	24 ft.	30 ft.	36 ft.



No. G2



No. G3



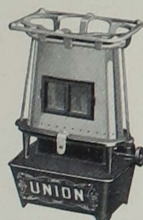
No. G4



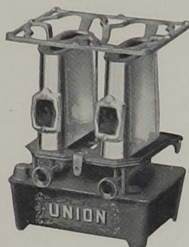
## UNION LAMP STOVES

These Union and Model Lamp Stoves are convenient, durable, compact little cooking or heating units that can be put to many uses. They are strongly constructed, safe and deliver quick, clean heat. They have cast iron founts; chimneys of bright tin; flat cotton wicks; and mica windows.

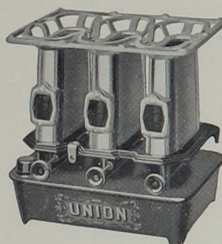
Their use extends over a wide field—from home to shop; for heating flatirons and curling irons, glue pots and shoemakers' irons.



One-Burner No. UL1



Two-Burner  
No. UL2



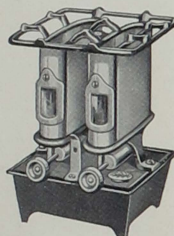
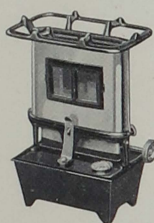
Three-Burner  
No. UL3

### DIMENSIONS AND WEIGHTS

Lamp Stove No.	UL1	UL2	UL3	ML1	ML2
Height	10 in.	10 in.	10 in.	8½ in.	8½ in.
Top Grate	4x6 in.	6¼x7½ in.	7x9½ in.	3½x6 in.	6x6 in.
Net Weight	5 lbs.	9 lbs.	13 lbs.	3 lbs.	5 lbs.
*Crated Weight	36 lbs.	63 lbs.	60 lbs.	22 lbs.	35 lbs.

\*All, except UL3, are packed and sold six in a crate; UL3, four in a crate.

## MODEL LAMP STOVES



One-Burner No. ML1 Two-Burner No. ML2

## THE FLORENCE KINDLER



The Kindler is an asbestos ring in the burner bowl which ignites the oil. It does not burn out but collects carbon and should be cleaned weekly. Kindlers should be renewed at least every six weeks and thus become a profitable item for the dealer.

It is highly important that only genuine Florence Kindlers be used, if your customer's stove or heater is to give satisfaction. Florence Kindlers are packed six to a carton. The table shows the Kindler to order for each Florence model.

### Use Florence and Reliance Kindlers as follows:

Florence No. 133-A	For all Standard Burners on F-Model Stoves; A-Model Stoves; and W-21 Water Heater.
Florence No. 205-A	For Giant Burner on F-Model Stoves; and outer bowl of Double Burner.
Florence No. 355-A	For Giant Burner on WB-31, W-11 and W-1 Water Heaters; and C-2 Cabinet Heater.
Florence No. 372-A	For inner bowl of Double Burner.
Reliance No. RS-5	For all burners on Reliance Stoves.

# INDEX

	Page
<b>Broiler, New Combination Electric</b> . . . . .	27
<b>Burner, The Florence</b>	
Principle of Combustion: Focused Heat . . . . .	6-7
Double Giant, for F-Model Stoves . . . . .	15
<b>Cook Stoves, Oil</b>	
New 3-Color Range with Built-in Oven . . . . .	8-9
F-Model Line, General Features . . . . .	10
F-Model, Two-Tone Gray . . . . .	11-12
F-Model, Black and Gray . . . . .	13-14
F-Model, with Double Giant Burner . . . . .	15
A-Model Line, General Features . . . . .	16
A-Model, Black and Green . . . . .	17-19
Reliance, A Camper's Stove . . . . .	26
<b>Distributing Points, Factories and Offices</b> . . . . .	4-5
<b>Heaters, Oil and Gas</b>	
Cabinet, Oil: Grained Walnut Finish . . . . .	32
Room, Oil: Two Sizes, Two Finishes . . . . .	33
Room, Gas: Four Popular Sizes . . . . .	34
<b>Kindlers, Florence and Reliance</b> . . . . .	35
<b>Lamp Stoves, Union and Model</b> . . . . .	35
<b>Mantel and Oven Units, for F-Model Stoves</b> . . . . .	20
<b>Mantels, for F- and A-Model Stoves</b> . . . . .	21
<b>Ovens, Portable</b>	
Florence Line, General Features . . . . .	22
"F" Model, for F-Model Stoves . . . . .	23
"A" Model, for A-Model Stoves . . . . .	24
Reliance and Special . . . . .	25
<b>Water Heaters, Oil-Burning</b>	
General Features . . . . .	28
Automatic and Non-Automatic . . . . .	29
Automatic Storage . . . . .	30-31



**F L O R E N C E**

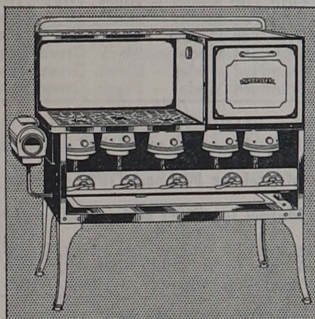
**CATALOGUE NO. 54**



# ***FLORENCE***

## **PRICE LIST**

Effective September 1, 1929



Prices Subject to Change Without Notice

Prices F. O. B. the Following Warehouse Points:

Boston,  
New York,  
Richmond,  
Syracuse,

Philadelphia,  
Indianapolis,  
Jacksonville  
New Orleans,

Chicago,  
St. Louis,  
Detroit,

Atlanta,  
Baltimore,  
Nashville,  
Columbus

### **DIVISION OFFICES, Florence Stove Company**

**BOSTON**  
1011 Park Sq. Building

**NEW YORK**  
45 East 17th Street  
**DETROIT**  
5073 Grand River Avenue

**ATLANTA**  
621 Glenn Building

**CHICAGO**  
565 W. Washington Street

**NEW ORLEANS**  
411 Bienville Street

**BALTIMORE**  
609 Stewart Building

NOTE—For prompt attention and best service call or address  
nearest Division Office.

**FLORENCE STOVE COMPANY**  
General Offices: Park Square Building, Boston, Mass.  
Factories: Gardner, Mass.



